Jaime Rios Chiuca

BUSINESS INTELLIGENCE ANALYST | MASS CONSUMPTION

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PROFILE

Industrial Engineer with strong expertise in Data Analysis and Business Intelligence. Experienced in designing and maintaining Power BI dashboards, building ETL processes with SQL, and optimizing data flows to support decision-making. Skilled in managing data-driven projects across mass consumption and retail sectors, with hands-on experience in Power BI, SQL Server, Python, and Power Apps. Passionate about transforming complex data into actionable insights and supporting business growth through advanced analytics.

PROFESSIONAL EXPERIENCE

XPLORA TECHNOLOGY S.A.C. – GRUPO LUCKY

Business Intelligence Analyst | COLGATE | 2023 – 2025

Designed and maintained dashboards in Power BI to analyze KPIs such as visibility, presence, and coverage, integrating data from multiple sources and optimizing visualization for data-driven decision-making.

Developed and optimized SQL queries for the extraction, transformation, and loading (ETL) of data from the Xplora app, enhancing the standardization of point-of-sale locations and SKUs for more accurate analysis.

Created and automated reports using Power BI and SQL to monitor the performance of field teams in real time, ensuring the achievement of strategic goals.

Implemented PowerApps for the validation of prices and visibility KPIs across traditional and modern retail channels, reducing validation times.

Analyzed customer experience at the point of sale, identifying improvement opportunities by processing shopper behavior and consumption data.

Trained field teams in the use of the Xplora app and its updates, ensuring effective adoption of digital tools for data collection and analysis.

Achievement: Optimized field routes and expanded coverage, successfully proposing an increase in the number of points of sale without raising operational costs, contributing to the renewal of the COLGATE contract for the 2024–2027 period.

Data Analyst – Commercial Assistant | UNACEM | 2023

Managed and updated commercial databases in Excel to support the implementation of storefront branding across the Progresol retail network.

Analyzed field team performance and visibility metrics by generating dashboards in Power BI using data collected from the Xplora app.

Developed interactive forms with Google Forms and integrated data into Google Sheets to collect and manage key information from retail locations.

Assessed the effectiveness of commercial strategies by measuring the impact of storefront branding initiatives and customer touchpoints.

Achievement: Improved the quality of the commercial database through validations and collection of visual evidence from retail locations, facilitating more strategic decision-making.

DERMADI S.R.L.
Data Analyst – Sales Advisor | 2022 – 2023

Analyzed commercial requirements to optimize the transportation and logistics of heavy machinery for industrial and construction sectors.

Designed and managed digital marketing campaigns through Facebook Ads, TikTok Ads, and LinkedIn Ads, generating data-driven insights to attract potential clients.

Evaluated business opportunities by analyzing market data to identify demand patterns and customer segmentation.

Negotiated with key clients and structured commercial proposals to maximize service profitability.

Achievement: Achieved monthly sales targets for heavy machinery services, surpassing S/. 200,000 + VAT.

GRÚAS EMEMCA S.A.C.
Commercial Advisor and Operations Coordinator | 2022

Developed and executed commercial strategies for selling lifting services with telescopic cranes, truck-mounted cranes, and forklifts.

Coordinated with the operations and HSE (Health, Safety, and Environment) teams to ensure proper service execution and compliance with safety standards.

Negotiated and closed contracts with key clients, driving the expansion and consolidation of the client portfolio.

Monitored sales performance and business opportunities, generating strategic reports to support decision-making.

Achievement: Acquired key strategic clients such as VyV Real State, Grupo TyC, San Lorenzo, and CARVIMSA, significantly increasing the company's revenue.

EDUCATION

Bachelor's Degree in Industrial Engineering
National University of Callao | 2018 – 2022

Business Intelligence Specialist with Power BI
Microsoft Partner Network – Summa Center | 2023

Business Excel Specialist Program
CTIC – National University of Engineering | 2020 – 2021

TECHNICAL SKILLS

- Python
- SQL (SQL Server)
- R (RStudio)
- AI Tools for Data Analysis
- Power BI
- Advanced Excel
- Power Apps
- Continuous Improvement and Process Optimization

LANGUAGES

Spanish: Native

English: Intermediate

Quechua: Basic